

FACULTY OF MANAGEMENT

PG Diploma in Business Management (CDE) YWS (New Pattern) Examination,
August 2019

Subject: Marketing Management

Paper – VI: Optional Paper – II

Max. Marks: 80

Time: 3 Hours

Note : This paper will be evaluated for 100 marks for the candidates not having internal assignment.

PART – A (5x4 = 20 Marks)
[Short Answer Type]

1 Write short notes on any Five of the following.

- a) FMCG
- b) Durable Product
- c) Zero Channel
- d) Up Selling
- e) Brand
- f) Promotion
- g) Product
- h) Retailer

PART – B (5x12 = 60 Marks)
[Essay Answer Type]

Note: Answer the following in not exceeding four pages each, using internal choice.

- 2 a) Define Marketing. Explain the importance of marketing in business development.
OR
b) Discuss in detail about the concept of integrated marketing.
- 3 a) Discuss the process of marketing allocation in detail.
OR
b) Explain the technological and legal aspects of marketing environment.
- 4 a) Discuss the different types of consumer goods with suitable examples in detail.
OR
b) Explain the characteristics of industrial marketing.
- 5 a) Explain in detail about Maslow's need theory of motivation in buyer behavior.
OR
b) Discuss the need and importance of estimating current and future demand.
- 6 a) Discuss in detail about the bases for market segmentation.
OR
b) Explain the marketing interfaces with any two other departments in an organization.

Code No. 2355 / CDE

FACULTY OF MANAGEMENT

PG Diploma in Business Management (CDE) YWS (New Pattern) Examination,
July 2019

Subject: Personal Management

Paper – Optional Paper – I

Max. Marks: 80

Time: 3 Hours

PART – A (5x4 = 20 Marks)
[Short Answer Type]

1. Write short notes on any Five of the following.
- ☒ a) HR Policies
 - ☒ b) HRD Matrix
 - ☒ c) Job enrichment
 - ☒ d) Job Design
 - ☒ e) Difference between Training and Development
 - ☒ f) The Concept of Red Hot Stove Rule
 - ☒ g) Grievance
 - ☒ h) Quality Circles

PART – B (5x12 = 60 Marks)
[Essay Answer Type]

Note: Answer the following in not exceeding four pages each, using internal choice.

2. ☒ a) Discuss the relevance of personnel management department in the present day scenario.
- OR**
- ☒ b) Explain in brief, the techniques of manpower planning.
3. ☒ a) What do you mean by induction? What are the contents of induction program?
- OR**
- ☒ b) Discuss the methods of job analysis.
4. ☒ a) How do you motivate various types of disengaged employees?
- OR**
- ☒ b) Discuss the relevance of MBO in Indian context.
5. ☒ a) discuss the challenges of first line supervisor and how do you address
- OR**
- ☒ b) What type of skills are needed at middle level executives? What kinds of executive development programmes are suitable?
6. ☒ a) Prepare a blank application form for the post of Management Trainee in your organization.
- OR**
- ☒ b) How do you prepare to conduct interview? What kind of precaution you take while interviewing the candidates?

Capital and Liabilities:

Share Capital	2,00,000	2,50,000
Bank Loan	50,000	34,000
Outstanding Expenses	10,000	14,000
Trade Creditors	70,000	55,000
Retained Earnings	10,000	33,000
	3,40,000	3,48,000

- 6 a) Describe the methods of valuing shares.
OR
b) Explain the methods of Human Resource Accounting.

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4 a) give an overview of Corporate Accounting in India.

OR

b) From the following Trial Balance of Evergreen and Company Limited, prepare Trading, Profit and Loss Account for the year ending 31st December 2016 and a Balance Sheet as on that date.

	Dr Rs.	Cr Rs.
Cash in hand	2,400	--
Purchases	2,40,000	--
Stock on 1-1-2016	70,000	--
Debtors	1,00,000	--
Plant & Machinery	1,20,000	--
Furniture	30,000	--
Bills Receivable	40,000	--
Rent & Taxes	20,000	--
Wages	32,000	--
Salaries	37,600	--
Capital	--	2,00,000
Bills Payable	--	44,000
Creditors	--	48,000
Sales	--	4,00,000
	6,92,000	6,92,000

Adjustments:

- Closing inventory as on 31-12-2016 Rs. 50,000
- Outstanding wages Rs. 5,000
- Prepaid Rent and Taxes Rs. 1,000.

Accounting period is from January to December.

5 a) Describe the classification of ratios.

OR

b) From the following two Balance Sheets as on 31st December, 2006 and 2007, you are required to prepare a cash flow statement for 2007.

Dec. 31, 2006 – Dec. 31, 2007**Assets:**

Cash	30,000	47,000
Debtors	1,20,000	1,15,000
Stock in Trade	80,000	90,000
Short Term Investments	50,000	66,000
Long Term Investments	40,000	50,000
Land	20,000	18,000
	3,40,000	3,48,000

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- 5 a) A bag contains 4 white, 5 red and 6 black balls, four are drawn at random. Find the probability that:
- No ball is black
 - Exactly two are black
 - All are of the same colour
 - Atleast one ball of each colour.

OR

- b) Explain the role of linear programming in managerial decision making.
- 6 a) A small retailer has studied the weekly receipts and payments. Over the past 100 weeks and developed the following wet of information.

Weekly Receipt	Probability	Weekly Payment	Probability
2000	0.20	3000	0.30
4000	0.20	5000	0.30
6000	0.40	7000	0.20
8000	0.20	9000	0.20

Using the following set of random numbers simulate the weekly patterns of receipts of payments for 12 weeks. Determine the average weekly receipts and payments from simulated data.

Random numbers for:

Receipts: 38, 55, 91, 03, 17, 46, 32, 43, 24, 22, 72, 69

Payments: 96, 30, 20, 32, 03, 61, 88, 43, 48, 28, 91, 79.

OR

- b) Explain the Expected Monetary Value (EMV), its advantages and disadvantages.

Code No. 2354 / CDE

FACULTY OF MANAGEMENT

**PG Diploma in Business Management (CDE) YWS (New Pattern) Examination,
August 2019**

Subject: Financial Accounting

Paper – IV

Max. Marks: 80

Time: 3 Hours

Note : This paper will be evaluated for 100 marks for the candidates not having internal assignment.

**PART – A (5x4 = 20 Marks)
[Short Answer Type]**

- 1 Write short notes on any Five of the following.
 - a) What are the conventions of Accounting?
 - b) What are the differences between Straight Line Method and Diminishing Balance Method of depreciation?
 - c) What is Net worth?
 - d) What is window dressing?
 - e) What are liquidity ratios?
 - f) What is statement of changes in working capital?
 - g) What is CPP method?
 - h) What is historical approach?

**PART – B (5x12 = 60 Marks)
[Essay Answer Type]**

Note: Answer the following in not exceeding four pages each, using internal choice.

- 2 a) Describe the principles and conventions of Accounting.
OR
b) Explain the accounting cycle in detail.
- 3 a) Differentiate between Capital and Revenue.
OR
b) Mr. Nirmal has the following transactions in the month of April. Write Journal Entries for the transactions.
 - 10th April : Commenced business with a capital of 1,00,000
 - 11th April : Purchased goods from Veeru for 20,000
 - 13th April : Purchased Goods for Cash 15,000
 - 14th April : Purchased Goods from Abhiram for cash 9,000
 - 16th April : Bought goods from Shyam on credit 12,000
 - 17th April : Sold goods worth 15,000 to Tarun
 - 19th April : sold goods for cash 20,000
 - 25th April : Goods taken by the proprietor for personal use 1,000

Code No. 2353 / CDE

FACULTY OF MANAGEMENT

PG Diploma in Business Management (CDE) YWS (New Pattern) Examination,
August 2019

Subject: Business Statistics & Quantitative Techniques
Paper – III

Max. Marks: 80

Time: 3 Hours

Note : This paper will be evaluated for 100 marks for the candidates not having
internal assignment.

PART – A (5x4 = 20 Marks)
[Short Answer Type]

- 1 Write short notes on any Five of the following.
- a) Mean = 35.4, Median = 34.3, find the Mode.
 - b) Range of series is 40, 2, 3, 5, 10, 50, 70.
 - c) Least Square Method
 - d) Baye's theorem
 - e) Correlation Analysis
 - f) Identification in Graphical Method
 - g) Variance
 - h) Laspeyres's Quantity Index.

PART – B (5x12 = 60 Marks)
[Essay Answer Type]

Note: Answer the following in not exceeding four pages each, using internal choice.

- 2 a) Calculate Mean, Median, Mode from the following data.

Variable	0-10	10-20	20-30	30-40	40-50	50-60	60-70
Frequency	6	5	8	15	7	6	3

OR

- b) 10, 15, 8, 6, 9, 12, 15, 20, 18, 12, be the set of discrete data for which we need to find the quartile deviation.

- 3 a) $\bar{X} = 15$, $\bar{Y} = 110$, $V(x) = 25$, $V(y) = 625$ and $r(x,y) = 0.81$ then use the y on x and x on y to get regression equations.

OR

- b) Calculate the Rank Correlation for the following data of ranks of comments.

A	24	29	19	14	30	19	27	30	20	28
B	37	35	16	26	23	27	19	20	16	11

- 4 a) Fit a trend line to the following data and estimate the sales for the year 2016.

Years	2005	2006	2007	2008	2009	2010	2011
Sales Rs ('000)	75	82	90	92	90	92	95

OR

- b) Find the following services of observations obtain 04 year centred moving averages.

Year	1979	1980	1981	1982	1983	1984	1985	1986	1987	1988	1989
Annual Sales (Rs '000)	2	6	1	5	3	7	2	6	4	8	3

Code No. 2352 / CDE

FACULTY OF MANAGEMENT
PG Diploma in Business Management (CDE) YWS (New Pattern) Examination,
August 2019

Subject: Modern Economic Analysis
Paper – II

Max. Marks: 80

Time: 3 Hours

Note : This paper will be evaluated for 100 marks for the candidates note having internal assignment.

PART – A (5x4 = 20 Marks)
[Short Answer Type]

1 Write short notes on any Five of the following.

- a) Risk and uncertainty .
- b) Price Elasticity of Demand .
- c) Historical Costs .
- d) Monopsony
- e) Mixed Economy
- f) Isoquants
- g) Margin of Safety
- h) Skimming pricing .

PART – B (5x12 = 60 Marks)

[Essay Answer Type]

Note: Answer the following in not exceeding four pages each, using internal choice.

2 a) Explain the incremental cost principle, how it useful to the Business Economist in business.

OR

b) How Business economics helps managers in the decision making.

3 a) What is meant by Demand Function? Demand schedule and Demand curve. Explain the important determinants of demand.

OR

b) What are the different survey demand forecasting methods are usually used by Indian Managers?

4 a) Explain the process of determining graphically the least cost input combination in case of two inputs and single output production system.

OR

b) Explain the following with suitable examples.

- i) Internal economics ii) External economics

5 a) Explain the features of Monopoly. How price and output decisions are taken under monopoly?

OR

b) Explain the features of Oligopoly. How price and output decisions are taken under oligopoly?

6 a) Define the inflation and explain the different kinds of inflation. How the RBI controls the inflation.

OR

b) Write the salient features of current year budget of India.

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Code No. 2351 / CDE

FACULTY OF MANAGEMENT

PG Diploma in Business Management (CDE) YWS (New Pattern) Examination,
August 2019

Subject: Principles of Management and Organizational Behaviour

Paper – 1

Max. Marks: 80

Time: 3 Hours

Note : This paper will be evaluated for 100 marks for the candidates note having internal assignment.

PART – A (5x4 = 20 Marks) [Short Answer Type]

- 1 Write short notes on any Five of the following.
- a) Scientific Management
 - b) Unity of Command
 - c) Line Vs Staff
 - d) Decentralization
 - e) Maslow's Theory
 - f) Organization Culture
 - g) Conflict management
 - h) Executive Development and Training

PART – B (5x12 = 60 Marks) [Essay Answer Type]

Note: Answer the following in not exceeding four pages each, using internal choice.

- 2 a) Define the Management. Explain the Hendry Fayol's General Principles of Management.
- OR
- b) Briefly explain Managerial functions.
- 3 a) Explain Nature and Structure of Organization.
- OR
- b) Difference between Formal and Informal Organization and advantages and disadvantages.
- 4 a) Explain individual behaviour and the work situation.
- OR
- b) Briefly explain Formal and Informal Groups.
- 5 a) Define Motivation. Explain Douglas McGregor's Theory 'X' and Theory 'Y'.
- OR
- b) What is Organization Conflict? Role of conflict and its impact on organization functioning.
- 6 a) What are the training responsibilities of supervisors?
- OR
- b) Explain executive development and training.
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